



PROMOTING RESEARCH AND INNOVATION
ENVIRONMENT IN THE
LIBYAN HIGHER EDUCATION SYSTEM



Co-funded by the
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Elevating Libyan Higher Education A Strategic approach to Effective Communication

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Strategy: Case study

Internationalisation

- **Objectives:** Increase the number of international students enrollment
- **Target audience(s) and insights:** International Academics and Students
- **Communication goals** your study offer and opportunities
- **Key messages** (opportunity to study in a unique environment)
- **Branding guidelines**
- **Available resources** (financial, staffing..)
- **Internal/external background informations** (challenges: difficulties for the language, relevant competitor information: other universities offering better study plans and facilities)
- **Key Performance Indicators** (increased number of international students enrolled)

Communication plan: Case study

Internationalisation

- Communication **objectives** (number of the international students enrolled)
- Overall **categories** of your communications/**content** (informative kit about the “study offer” for international students, information about the facilities, language courses)
- **Channel** list (website, mailing lists, printed materials, social media)
- Channel **strategy** (information in English and other foreign languages: clear plan for application, study offering and the referent offices in the institutional website/ digital brochures to be sent out by mailing list, key messages and previous students testimonials in social media channels, “open days” online informative sessions/ direct promotion participating in international Higher Education fairs)
- Content **formats** (Dedicated section in the institutional website/ digital brochures to be sent out by mailing list/ printed materials to be used in international fairs, branded materials and canvas and previous students testimonials for the social media channels)
- Constraints & **challenges** (lack of people taking care of interactions in social media, incomplete database, lack of international fairs)
- Point **person**/teams (a trained staff for the mobility and for the international dimension, collaborating with the communication unit)
- Results (increased visibility of the University in the international scenario and increased number of international - but also - of national students, as the internationalisation has an impact also on updated curricula on the “national” impact of the employability level of the students)



THANK YOU!

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